



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Bibb, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	42.0%	Population		21,911	22,546
Rural Bypasses	18.3%	Households		8,084	8,442
Salt of the Earth	9.3%	Families		5,982	6,154
Midland Crowd	7.6%	Median Age		36.4	37.6
Crossroads	6.5%	Median Household Income		\$36,543	\$40,276

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,469.65	\$11,880,651
Men's	56	\$275.99	\$2,231,083
Women's	51	\$490.67	\$3,966,573
Children's	63	\$275.67	\$2,228,523
Footwear	48	\$243.75	\$1,970,481
Watches & Jewelry	51	\$101.08	\$817,117
Apparel Products and Services ¹	56	\$82.49	\$666,874
Computer			
Computers and Hardware for Home Use	56	\$122.56	\$990,809
Software and Accessories for Home Use	51	\$15.37	\$124,222
Entertainment & Recreation	63	\$2,160.24	\$17,463,400
Fees and Admissions	49	\$297.86	\$2,407,898
Membership Fees for Clubs ²	50	\$79.95	\$646,304
Fees for Participant Sports, excl. Trips	51	\$57.79	\$467,204
Admission to Movie/Theatre/Opera/Ballet	46	\$68.71	\$555,481
Admission to Sporting Events, excl. Trips	52	\$29.99	\$242,411
Fees for Recreational Lessons	47	\$61.42	\$496,498
TV/Video/Sound Equipment	62	\$725.25	\$5,862,892
Community Antenna or Cable Television	66	\$443.89	\$3,588,401
Color Televisions	55	\$75.51	\$610,416
VCRs, Video Cameras, and DVD Players	62	\$24.15	\$195,191
Video Cassettes and DVDs	63	\$38.17	\$308,576
Video Game Hardware and Software	62	\$20.40	\$164,888
Satellite Dishes	66	\$1.01	\$8,163
Rental of Video Cassettes and DVDs	60	\$35.56	\$287,474
Sound Equipment ³	53	\$83.25	\$673,002
Rental and Repair of TV/Sound Equipment	57	\$3.31	\$26,781
Pets	74	\$324.31	\$2,621,716
Toys and Games	65	\$118.66	\$959,266
Recreational Vehicles and Fees ⁴	77	\$352.41	\$2,848,896
Sports/Recreation/Exercise Equipment ⁵	61	\$139.92	\$1,131,105
Photo Equipment and Supplies ⁶	60	\$81.80	\$661,265
Reading ⁷	57	\$120.03	\$970,362
Food	64	\$5,401.37	\$43,664,703
Food at Home	66	\$3,319.20	\$26,832,425
Bakery and Cereal Products	66	\$474.88	\$3,838,957
Meat, Poultry, Fish, and Eggs	68	\$893.27	\$7,221,225
Dairy Products	66	\$362.14	\$2,927,561
Fruit and Vegetables	61	\$537.80	\$4,347,538
Snacks and Other Food at Home ⁸	67	\$1,051.11	\$8,497,144
Food Away from Home	61	\$2,082.17	\$16,832,278
Alcoholic Beverages	55	\$340.45	\$2,752,236
Nonalcoholic Beverages at Home	69	\$302.49	\$2,445,295



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Financial			
Investments	38	\$569.02	\$4,599,982
Vehicle Loans	75	\$4,638.51	\$37,497,675
Health			
Nonprescription Drugs	70	\$85.40	\$690,370
Prescription Drugs	81	\$470.98	\$3,807,411
Eyeglasses and Contact Lenses	66	\$54.68	\$442,027
Home			
Mortgage Payment and Basics ⁹	56	\$4,833.05	\$39,070,366
Maintenance and Remodeling Services	56	\$1,105.66	\$8,938,117
Maintenance and Remodeling Materials ¹⁰	75	\$281.99	\$2,279,602
Utilities, Fuel, and Public Services	68	\$2,987.21	\$24,148,632
Household Furnishings and Equipment			
Household Textiles ¹¹	58	\$80.12	\$647,679
Furniture	55	\$353.85	\$2,860,548
Floor Coverings	51	\$46.46	\$375,561
Major Appliances ¹²	68	\$199.79	\$1,615,127
Housewares ¹³	58	\$61.42	\$496,559
Small Appliances	65	\$24.03	\$194,256
Luggage	46	\$4.75	\$38,396
Telephones and Accessories	57	\$26.92	\$217,595
Household Operations			
Child Care	48	\$203.23	\$1,642,899
Lawn and Garden ¹⁴	77	\$344.40	\$2,784,155
Moving/Storage/Freight Express	55	\$29.24	\$236,380
Housekeeping Supplies ¹⁵	68	\$522.58	\$4,224,549
Insurance			
Owners and Renters Insurance	72	\$344.07	\$2,781,477
Vehicle Insurance	66	\$970.10	\$7,842,283
Life/Other Insurance	69	\$439.44	\$3,552,401
Health Insurance	73	\$1,430.79	\$11,566,537
Personal Care Products ¹⁶	63	\$297.48	\$2,404,858
School Books and Supplies ¹⁷	56	\$67.68	\$547,088
Smoking Products	79	\$381.29	\$3,082,361
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	73	\$4,216.20	\$34,083,757
Gasoline and Motor Oil	74	\$1,507.49	\$12,186,559
Vehicle Maintenance and Repairs	64	\$679.27	\$5,491,240
Travel			
Airline Fares	47	\$193.03	\$1,560,450
Lodging on Trips	56	\$228.43	\$1,846,601
Auto/Truck/Van Rental on Trips	44	\$19.35	\$156,410
Food and Drink on Trips	57	\$269.41	\$2,177,927

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.